



A billboard advertisement for Virginia Slims. The left side features a close-up photograph of a smiling woman with dark hair, holding a lit cigarette near her mouth. The right side has a light beige background with the brand name in large red letters and a tagline in a mix of red and black text. Below the main text is a small line of nicotine and tar information, and at the very bottom is a black-bordered box containing the Surgeon General's warning.

**VIRGINIA  
SLIMS** It's a *woman* thing.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASE, AND EMPHYSEMA.**

Source: <https://www.industrydocuments.ucsf.edu/docs/fkcp0003>